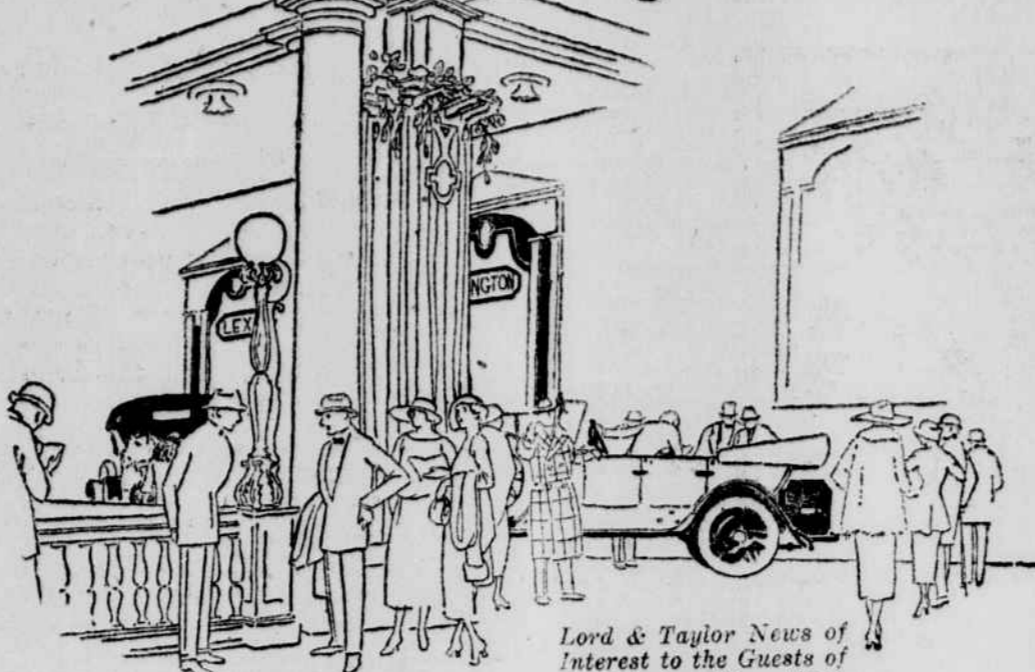




Lord & Taylor



Lord & Taylor News of Interest to the Guests of the Automobile Show.



Second Week of January Sale Begins Tomorrow

Fur Coats and Scarves

Prices have been radically reduced for this Sale. The high quality remains the same that we always insist upon. The result is a group of values so exceptional as to be almost irresistible.

Hudson Seal Coats

(Dyed Muskrat)

\$245 \$275 \$375

Fifty coats of beautiful quality, loose belted models in 36, 40 and 45 inch lengths respectively, all handsomely lined.

Natural Raccoon Coats, \$149.50

The sports length that is so popular in natural raccoon.

Black Caracul Coats, \$189.50

Exceedingly fine soft pelts, with skunk collar and cuffs. Natural Muskrat Coats, \$135

Lovely Fur Neckwear, Fox animal scarves, \$39.50

Skunk, \$14.50, \$39.50; Black lynx, \$39.50; Hudson Bay Sable, \$46.50, \$89.50

FOURTH FLOOR

Many New Spring Silks

Our Silk Department presents a wealth of lovely fabrics significant of the new season. Embroidered Georgettes are wondrously filmy with their graceful flowered designs.

Whippoorwill crepes display effective patterns in black and white, while printed crepes favor small flowered designs.

GROUND FLOOR

Satin Charmeuse, \$1.95 Yard

Delightful colors, almost without number. 40 inches wide.

Crepe de Chine, \$2.50 Yard

Pale tints, street colors and high shades. 40 inches wide.

GROUND FLOOR

Children's Colored Bloomer Dresses

\$1.50 \$1.95 \$2.95

It's always surprising to see how many dresses very small people need for play, and since they must have so many you naturally want to find dresses as inexpensive as possible.

You will be delighted with this special purchase, marked at three very low prices.

There are dresses of chambray and gingham in plain colors and small checks—very simple models and original, distinctive styles. 2 to 6 years.

FOURTH FLOOR

Glove Silk Underwear

You will welcome this opportunity to secure glove silk underwear at low prices.

Vests, good length, well reinforced, tailored tops, \$1.95

Bloomers, cut full and reinforced, \$2.75

Silk and linen union suits, low neck, knee length, flesh and white, \$5.25

Cotton and Wool Union Suits, all styles, \$2.95

GROUND FLOOR



Straw Haircloth Hats, \$10, \$12.50

Lustrous and most becoming is this new millinery fabric, woven into close fitting draped hats, revealing in their drape a Russian or Oriental influence. Black, brown, navy, canna and other accepted colors, they are just the thing to wear with your furs.

Faille Silks with Straw Embroideries

Another new note in the millinery world: Ramie straw embroidered on faille silks. Ribbon hats too, made of heavy belting-quality faille, which promises to be one of the best millinery fabrics this Spring

FOURTH FLOOR

French Twill

\$4.85 Yard

Superior in quality and firm in weave is this imported navy blue twill, marked at an exceptionally low price. 55 inches wide.

French Serge

\$1.75 Yard

3,500 yards of this fine navy blue serge, especially soft in finish, marked at a very low price. Shrunk and ready for the needle. 54 inches wide.

Elente Corsets

\$5.50 \$6.50

These corsets are well known for their combination of smart style with comfort and freedom of movement. There are models for all types of figures.

Handsome pink silk broche fashions the first model, made with very long skirt and low top, bound with lace and ribbon. Walohn boning and velvet grip hose supporters are points in its favor, \$5.50

Heavy pink broche is used for the other model, with elastic inserts in the low semi-girdle top.

Daintily trimmed with ribbon and lace.

SECOND FLOOR

Second Week of January Sale Begins Tomorrow

Lingerie, Negligees, Petticoats

Philippine Lingerie—hand-made of exquisitely fine batiste and hand-embroidered, these nightgowns and chemises are now only \$2.65, \$2.95, \$3.45, \$3.95

Silk Lingerie—Crepe de Chine, radium and satin lingerie, plain or trimmed with fine laces.

Gowns, \$3.95, \$4.95, \$5.95, \$6.95. Envelope Chemises, \$1.95, \$2.95, \$3.95. Vests and Step-Ins, \$2.95, \$3.95, \$4.95 each.

American-Made Lingerie—Nightgowns, 98c, \$1.50, \$1.95, \$2.95. Envelope Chemises,

98c, \$1.50, \$1.95, \$2.95. Vests and Step-in Drawers, \$1.50, \$1.65, \$1.95

Silk Petticoats—Innumerable attractive models in taffeta, radium and silk jersey, \$3.95, \$5.95, \$6.95, \$7.95

Boudoir Apparel—Checked blanket robes, tailored model, bound with silk cord, \$5.50

A Two-Tone Quilted Robe, filled with lamb's wool, lined with silk, \$16.75

A Two-Tone Satin Breakfast Coat with quilted collar, pockets, cuffs, and hem, \$16.75

SECOND FLOOR

Fine Gowns for Women, \$55

Here is a selling that meets every dress need with notable values. Daytime frocks of tricotine in the clever modes of tomorrow are introduced for the first time in this Sale.

Afternoon gowns of Georgette and Canton crepe present Spring styles at special prices. Exquisite evening gowns of velvet are specially priced for this occasion—all \$55

THIRD FLOOR

Sale of \$65

This is an opportunity to buy an exquisite coat or wrap at a most moderate price. Women who have shopped around town pronounce our values among the best to be found. At \$65, they are developed of smart winter coatings trimmed with nutria or Australian opossum. Some advance models have throw scarfs of self material.



THIRD FLOOR

Coats \$85

Every coat has been specially made for Lord & Taylor of selected fabrics and furs in a complete range of sizes and colors. At \$85, straight-line and wrap models are developed of richest nanette, pollyanna trimmed with beaver, squirrel, caracul and wolf.

The smart coats, sketched, banded with black caracul are the types of coats you may select in this Sale.

Most Unusual Sale, Ten Styles of

Smart Strap Pumps, \$6.90

A Flat Heel Pump—with one broad strap and wing tip—the style worn so much now with woolen hose. It is made in six



combinations of leathers, patent leather, gun-metal, black calfskin with black suede, white buckskin, tan calfskin with fawn suede, black calfskin with grey suede.

A Flat Heel Sandal, with one strap and an instep strap. Black and grey suede.

A Dress Sandal,—low cut with two straps and Cuban heel. Patent leather.

SECOND FLOOR

We advise an early selection as values so unusual are sure to be enthusiastically received. Our assortment of sizes is now complete.

